GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

MA&UD Department – MEPMA, Andhra Pradesh – Livelihood Promotion – Identification of Star Performers @ 4 per District – Permission to appreciate, felicitate and launch the programme of Prerana Sakhi (PS-100) on March 8th, 2025 (International Women's Day) – Accorded.

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (UBS) DEPARTMENT

G.O.RT.No. 143 Dated: 28-02-2025

Read:

From the Mission Director, MEPMA, AP, Tadepalli, Lr.Rc. No. 1007/Bank Linkage/2024, dated 20.02.2025.

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O R D E R:

In the reference read above, the Mission Director, MEPMA has submitted that the Government of Andhra Pradesh accorded top priority to development of Micro, Small and Medium Enterprises (MSMEs) for catalyzing growth. Development of MSMEs has a significant impact on employment generation, improvement in standard of living and inclusive growth. Further, on successful completion SHG Profiling of all women it is ascertained that more than 60% SHG Members are engaged in livelihood activities. To promote healthy competition among SHG Entrepreneurs and to motivate the fellow SHG members in their path towards Livelihood and Income Generation aspect, it is desirable to encourage the potential of successful entrepreneurs. The top performing 4 SHG Entrepreneurs per District will be identified as Star Performers for appreciation and felicitation on March 8th (International Women's Day) every year. These members will be given additional support by providing them with professional EDP Training, taking them on an exposure visit and providing a financial benefit of upto Rs.50,000/- each from DAY-NULM Funds which will create a competitive environment and encourage all SHG members towards establishing / enhance their livelihood activities with the final aim of achieving Zero Poverty.

2. The Mission Director, MEPMA has also submitted that the top 100 best performing entrepreneurs will be identified as star performers of 4 per district (All districts except ASR District where MEPMA has no presence) for financial year 2024-25 under Prerana Sakhi-100 (PS-100). The following criteria to be followed while identifying Star Performer in the Districts by their Project Directors to have uniform selection across the State:-

1. Seniority of the SHG Member.
2. Member having Existing Livelihood activity.
3. Turnover of the units above 25 – 50 Lakhs per Year.

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4. No. of people working / dependent on the activity – Directly / Indirectly.
5. Credit facilities availed from Banks.
6. Potential, Successful and interested entrepreneurs to expand their business.

He has proposed to arrange meetings to train and felicitate them, encourage them for expansion of their activities and tie up within – MSME, Industries Department for getting any benefits from Government / Market Linkages / for getting any additional credit facilities. As a token of encouragement and motivation for best performing entrepreneurs, an amount of Rs.50,000/- per each entrepreneur (from NULM Funds of the Department) to improve their Branding, Marketing Skills and Digitalization of their activities will be sanctioned.

3. The Mission Director, MEPMA has, therefore, requested to issue necessary permission for the felicitation of such best performing entrepreneurs on March 8th, 2025 (International Women's Day) and launch the Programme of Prerana Sakhi (PS-100) for FY 2024-25. The same project will be conducted every year under the sequential title like PS-200, PS-300, PS-400 and PS-500, where a fresh 100 will be added into Prerana Sakhi lists every year and a minimum of 500 top performing SHG Entrepreneurs will be identified, trained, provided support and felicitated on the receptive years from 2024 to 2029.

4. After careful examination of the proposal, the Government hereby approve the proposal and accord permission to the Mission Director, MEPMA for felicitation of such best performing entrepreneurs on March 8th, 2025 (International Women's Day) and launch the Programme of Prerana Sakhi (PS-100) for FY 2024-25.

5. The Mission Director, MEPMA, Tadepalli shall take necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S. SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Mission Director, MEPMA, Tadepalli
Copy to:-
The OSD to Hon'ble M (MA&UD)
The PS to Principal Secretary to Government, MA&UD Department
Sf/Sc

//FORWARDED BY ORDER//

RESEARCH OFFICER